

FOREWORD 2012

Regional weather trends can have a substantial impact on the sale of water. This past year was no exception. Unseasonably warm temperatures and a lack of rainfall throughout the year helped increase water sales by approximately 3% compared to the previous year. This was a big boost for the Canton Water Department (CWD) as we were once again fortunate to have revenue outpace expenses for the year.

The number of inside the city residential accounts showed their lowest level of decline in many years, losing only 1% in 2012. That's actually good news, as it is an indicator that the tide of residential customers leaving the city may finally be subsiding. As in recent years, small increases in commercial and industrial water sales have helped hold the bottom line.

System Growth: Phase 2 of the Hartville water main extension was completed as scheduled. Phase 2 picked up where phase 1 ended, near the intersection of Market Ave. and SR 619. The water line was then extended east on SR 619 through the heart of Hartville's commercial district, to SR 43. This places Canton water in close proximity to virtually all of the businesses along this corridor, as well as Hartville's industrial park, residential neighborhoods, and schools.

The City has also been in talks with representatives of Canton Township, with the hope of extending new water mains throughout the township area. The difficulty there, as with all large scale capital projects, is finding the means to pay for the expensive cost of construction. We want to take advantage of growth opportunities, but it is essential that we remain fiscally responsible in our decision making.

The desire to expand our customer base during a time in which everyone's money is in short supply, accompanied by the need to make sound investment decisions, have forced us to develop some very novel business concepts. We are now considering an interactive decision making model that will give us the flexibility to adapt to varying sets of circumstances we face at the negotiating table. These variables are: Construction costs; water cost; water usage; time in years; discount rate; new customer participation; and investment payback period in years. It is a very exciting, interactive model that we anticipate being the go-to decision making tool of the future.

Fall Meeting: The Canton Water Department was honored to host the fall NE District, Ohio-American Water Works Association meeting. The day began with a sellout crowd of 145 drinking water professionals from across NE Ohio touring our newly renovated NE Water Treatment Plant. From there we headed to Gervasi Vineyards for the business luncheon and technical presentations. The plant was immaculate, our tour guides were given the highest praises, and the food and facilities at Gervasi were top notch. The feedback I received from the event chairperson and others was that our meeting was the best district meeting EVER held in NE Ohio. Our reputation as a leader in the drinking water community soared. It was a fine day for both the City and the Canton Water Department!

Looking out across the coming decade, CWD will continue to focus on improvements to the water distribution system. This will include systematic replacement of aged/failing water lines; maintenance of valves; GPS location of all distribution system assets for incorporation into GIS mapping; extension of water lines into areas that offer potential growth; maintenance of storage water reservoirs; and developing means to improve water quality in specific target areas. CWD also plans to enter into contract with an environmental consultant to conduct a comprehensive, full-scale, source water protection project for Canton's three wellfields.

The Canton Water Department would like to thank the Mayor, Director of Public Service, Director of Public Safety, Law Director, Auditor, Treasurer and members of City Council for their valuable support throughout the year. I would also like to thank the employees of the Canton Water Department for their dedicated service to this department and the community in which we live.

Respectfully submitted,

Tyler S. Converse, M.B.A.
Superintendent